

## **Abstract**

For many years, the Czech Republic was one of the six countries (including Russia, Japan, Taiwan, China, and Korea), where Google was not the number one search engine. Google increased its market share in the year 2011, in comparison with the local leader Seznam.cz. Nevertheless, the Czech market stays still highly specific and both companies are still competing and striving for the first position.

Bachelor thesis “Brand building of Google and Seznam.cz on the Czech market: comparative study” explores how both brands are seen by Czech online population. A secondary objective is to clarify the success of Seznam.cz, which can act as an equal competitor for Google, and why the Czech market is so specific.

The thesis consists two parts. In the first part of the thesis, the author discusses the importance of new media for data retrieval; historical development of data retrieval; and current trends in search engines branch. The author defines the terms “brand image” and “brand identity” and describes basic techniques and methods that are used in brand image research. Theoretical knowledge is transferred into practice. The second part of the thesis is based on SWOT analysis and quantitative research.